

## **Historic, Archive Document**

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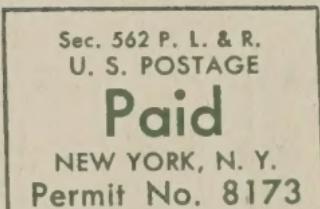
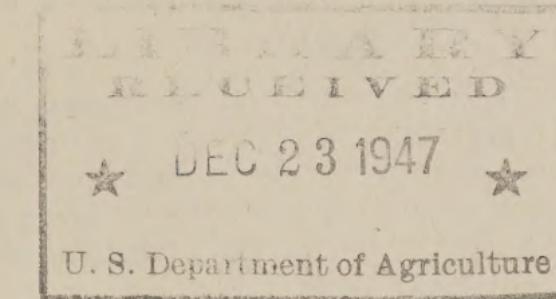
1948  
CHrysanthemums

Preliminary Offering

Fred C.  
*Gloeckner*  
&  
Company,  
Incorporated

15 EAST 26th STREET

NEW YORK 10, N.Y.



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Preliminary offering of available varieties of  
**CHRYSANTHEMUM CUTTINGS**  
*for 1948 delivery*

*Our more complete  
 CHRYSANTHEMUM MANUAL  
 will be mailed to you as soon as possible*



15 EAST 26th ST. at Madison Square NEW YORK 10, N. Y.

*Seeds* — *Plants* — *Bulbs*

**LARGE FLOWERING VARIETIES**

YELLOW	Matures	Price Rooted Per 100	WHITE	Matures	Price Rooted Per 100
Golden October .....	Oct. 10	\$ 4.75	Smith's Early White .....	Oct. 5	\$ 3.75
Celestra .....	Oct. 15	4.00	Quaker Maid .....	Oct. 15	3.75
Mrs. H. E. Kidder .....	Oct. 20	4.00	Silver Sheen .....	Oct. 18	3.75
Yellow Ambassador .....	Oct. 23	4.25	Christina .....	Oct. 20	4.00
Sunglow .....	Oct. 25	4.00	Ambassador .....	Oct. 23	4.25
Golden Glory .....	Nov. 1	4.25	Albatross .....	Nov. 1	4.25
Yellow Turner .....	Nov. 5	4.50	Snow White .....	Nov. 1	3.75
Indianapolis Yellow .....	Nov. 8	4.50	William Turner .....	Nov. 5	4.50
Cardonia .....	Nov. 10	3.75	Indianapolis White .....	Nov. 8	4.50
Yellow Queen .....	Nov. 10	8.00	Jean Elizabeth .....	Nov. 12	5.00
Imp. Honeydew .....	Nov. 15	4.25	Monument .....	Nov. 15	4.00
Yellow Monument .....	Nov. 15	4.00	Mefo .....	Nov. 20	4.25
Marie DePetris .....	Nov. 23	4.00	White Frick .....	Nov. 25	5.00
Sun Gold .....	Nov. 25	4.25	White Mistletoe .....	Dec. 10	4.00
Golden Pearson .....	Nov. 25	3.75	Smith's Late White .....	Dec. 15	4.25
Golden Mistletoe .....	Dec. 10	4.00			
Improved Tobin's Late Yellow .....	Dec. 15	4.25			
BRONZE					
Indianola .....	Oct. 10	\$ 4.25	PINK		
Hilda Bergen .....	Oct. 25	4.25	Pink Chief .....	Oct. 15	\$ 4.25
Ivanhoe .....	Nov. 1	6.00	October Rose .....	Oct. 15	4.00
Indianapolis Bronze .....	Nov. 8	4.50	Major Ed. Bowes .....	Oct. 20	4.50
Bronze Orchid Queen .....	Nov. 12	5.00	J. W. Prince .....	Nov. 5	3.75
Gladys Pearson .....	Nov. 25	3.75	Indianapolis Pink .....	Nov. 8	4.50
Oak Leaf .....	Nov. 25	3.75	Dark Pink Orchid Queen .....	Nov. 12	7.00
Bronze Frick .....	Nov. 25	5.00	Orchid Queen .....	Nov. 12	5.00
Bronze Mistletoe .....	Dec. 10	4.00	Thanksgiving Pink .....	Nov. 23	3.75
			Helen Frick .....	Nov. 25	4.50
			Distinction .....	Nov. 25	4.25
			Edwin Seidewitz .....	Nov. 30	3.75
			Pink Mistletoe .....	Nov. 10	4.00
RED					
			Mrs. David F. Roy .....	Nov. 10	\$ 4.75
			Garnet King .....	Nov. 18	5.00

# Preliminary Offering of Chrysanthemums

## POMPON AND DECORATIVE VARIETIES

YELLOW	Matures	Price Rooted Per 100
Rodell Improved	Oct. 20	\$ 3.75
Gold Coast	Oct. 25	6.00
*Golden Herald	Oct. 25	4.25
Yellow Dot	Oct. 25	4.00
Yellow Arcadia	Oct. 28	4.00
Yellow Sea Gull	Nov. 1	3.75
Barcarole	Nov. 5	5.00
Constellation	Nov. 5	8.00
Nuggets	Nov. 5	3.75
Yellow Bushnell	Nov. 8	4.50
Pixie	Nov. 10	4.00
Princeton	Nov. 15	4.25
Tally-Ho	Nov. 15	8.00
Yellow Fellow	Nov. 15	4.50
Sunnyside	Nov. 25	5.00
Yellow Cameo	Dec. 5	6.00
December Gold	Dec. 15	4.50
*Vibrant	Dec. 20	4.25
Yellow Snow	Dec. 30	3.75

PINK	Matures	Price Rooted Per 100
Jewell	Oct. 15	\$ 4.00
Dark Pink Jewell	Oct. 15	4.50
Caroline Yosick	Oct. 20	7.00
Pink Pearl	Oct. 20	4.75
Capt. Cook	Oct. 20	4.25
Jessie	Oct. 25	4.00
Pink Dot	Oct. 25	4.00
*Lillian Doty	Nov. 1	4.00
Dark Pink Bulkeley	Nov. 8	4.50
Mrs. Morgan G. Bulkeley	Nov. 8	4.50
*Thyra	Nov. 10	4.00
*Masterpiece	Nov. 15	3.75
Uneeda	Nov. 25	3.75
Usona	Nov. 25	5.00
Pink Treasure Island	Dec. 20	5.00

WHITE	Matures	Price Rooted Per 100
White Jewell	Oct. 15	\$ 4.00
*Silver Ball	Oct. 15	3.75
Minong	Oct. 20	3.75
Pinocchio	Oct. 25	6.00
Arcadia	Oct. 28	4.00
Sea Gull	Nov. 1	3.75
*White Doty	Nov. 1	4.00
Vesper	Nov. 10	5.00
Pearl	Nov. 20	3.75
Seafoam	Nov. 20	4.00
Priscilla	Nov. 28	5.00
*White Yuletide	Nov. 28	3.75
Royal Queen	Dec. 5	3.75
Cameo	Dec. 5	4.25
Snow	Dec. 30	3.75
Revelation	Jan. 5	5.00

### BRONZE

BRONZE	Matures	Price Rooted Per 100
Roman Bronze	Oct. 20	\$ 4.25
Adelaide	Oct. 23	4.75
*Jemima	Oct. 23	4.50
Fire Bird	Oct. 25	4.50
Red Rust	Nov. 5	7.00
Seneca	Nov. 5	8.00
Bronze Bulkeley	Nov. 8	4.50
Cassandra	Nov. 10	4.25
*Bronze Masterpiece	Nov. 15	3.75
Catherine	Nov. 20	3.75
Legal Tender	Nov. 20	3.75

### RED

RED	Matures	Price Rooted Per 100
Red Princeton	Nov. 15	\$ 4.25

\*Responds to Disbudding

## SINGLE-DAISY TYPE VARIETIES

YELLOW	Matures	Price Rooted Per 100
Yellow Daisy	Nov. 1	\$ 4.25
*Golden Jane	Nov. 30	4.00
WHITE	Matures	Price Rooted Per 100
*White Mensa	Nov. 10	\$ 3.75
Yukon	Dec. 10	3.75
BRONZE	Matures	Price Rooted Per 100
October Bronze	Oct. 28	\$ 4.75
Bronze Buckingham	Nov. 3	4.25
Sylvanna	Nov. 10	4.00
*Apricot Valencia	Nov. 30	4.00
*Jane	Nov. 30	3.75

PINK	Matures	Price Rooted Per 100
October Pink	Oct. 28	\$ 4.75
W. H. Buckingham	Nov. 3	4.25
Brocade	Nov. 15	7.00
Hasegawa Pink	Nov. 25	3.75
*Valencia	Nov. 30	3.75
*Dark Pink Valencia	Nov. 30	3.75

RED	Matures	Price Rooted Per 100
Red Daisy	Nov. 5	\$ 4.75
Bittersweet	Nov. 8	5.00
*Carnelia	Nov. 30	5.50

\*Responds to Disbudding

Minimum order 50 cuttings of a variety.

Reserve at once all varieties you know you will require, — to receive preference at Shipping time and

# Chrysanthemum Cuttings for 1948

## ANEMONE FLOWERED VARIETIES

### YELLOW

Matures  
Nov. 10  
Nov. 18  
Nov. 23  
Dec. 10  
Dec. 15

Price  
Rooted  
Per 100  
\$ 3.75  
3.75  
3.75  
3.75  
3.75  
4.00

Sunray  
\*Susanne Miller  
\*Yellow Rolinda  
\*Yellow Supreme  
Yellow Graza Supreme

### WHITE

Nov. 1  
Nov. 5  
Nov. 10  
Nov. 15  
Nov. 18  
Nov. 20  
Dec. 10  
Dec. 15

\$ 4.25  
4.50  
3.75  
4.00  
3.75  
3.75  
3.75  
4.75

Blanche  
\*White Anemone  
\*Little America  
\*White Freida  
\*White Norma  
\*Long Island Beauty  
\*White Supreme  
Garza Supreme

### BRONZE

Matures  
Nov. 25

Price  
Rooted  
Per 100  
\$ 3.75

Yolanda

Orchid Beauty  
\*Freida  
\*Norma  
\*Dark Pink Norma  
\*Beautiful Lady  
Anemone Valencia  
Enchantress  
\*Dark Pink Supreme

### RED

\*The Titan  
\*Red Rolinda  
\*Responds to Disbudding

\$ 4.00  
3.75

## POT PLANT VARIETIES

### YELLOW

Matures  
Sept. 15  
Oct. 20  
Oct. 20  
Oct. 25  
Nov. 1  
Nov. 8  
Nov. 10  
Nov. 10  
Nov. 15  
Nov. 15  
Nov. 20  
Nov. 23  
Nov. 23  
Nov. 25

Price  
Rooted  
Per 100  
\$ 4.75  
3.75  
4.00  
4.00  
4.25  
4.50  
3.75  
4.00  
3.75  
4.50  
3.75  
4.50  
4.50  
4.50  
4.25

Early Yellow  
Rodell Improved  
Mrs. H. E. Kidder  
Sunglow  
Golden Glory  
Indianapolis Yellow  
Cardonia  
Yellow Beauty  
Sunray  
Yellow Fellow  
Bonnatton DeLuxe  
Marie De Petris  
Yellow Rolinda  
Sun Gold

### PINK

Oct. 15  
Nov. 8  
Nov. 10  
Nov. 10  
Nov. 15  
Nov. 25  
Nov. 25

\$ 4.00  
4.50  
4.00  
3.75  
3.75  
4.50  
4.00

Jewell  
Indianapolis Pink  
Thyra  
Queen or Pinks  
Masterpiece  
Helen Frick  
Beautiful Lady

### WHITE

Matures  
Oct. 15  
Oct. 20  
Oct. 20  
Oct. 25  
Nov. 1  
Nov. 8  
Nov. 10  
Nov. 10  
Nov. 20  
Nov. 25

Price  
Rooted  
Per 100  
\$ 4.00  
3.75  
4.00  
6.00  
3.75  
4.50  
3.75  
3.75  
3.75  
5.00

White Jewell  
Minong  
Christina  
Granite State  
Snow White  
Indianapolis White  
Richard Mandel  
Little America  
Long Island Beauty  
White Frick

### BRONZE and RED

Early Bronze  
Indianola  
Hilda Bergen  
Indianapolis Bronze  
Bronze Masterpiece  
Gypsy  
Garnet King  
Legal Tender  
Red Rolinda  
Bronze Frick

\$ 4.75  
4.25  
4.25  
4.50  
3.75  
3.75  
5.00  
3.75  
3.75  
5.00

## HARDY OR GARDEN VARIETIES

### YELLOW

Matures  
Sept. 15  
Sept. 25  
Sept. 30  
Oct. 20

Price  
Rooted  
Per 100  
\$ 4.75  
8.00  
4.00  
3.75

Early Yellow  
Honey Comb  
King Midas  
Rodell Improved

### PINK

Sept. 25  
Sept. 25  
Oct. 5  
Oct. 8  
Oct. 15  
Oct. 15  
Oct. 15

\$ 3.75  
8.00  
4.00  
4.00  
6.00  
4.00  
4.50

Early Wonder  
Spellbound  
Mrs. duPont  
Lavender Lady  
Allegro  
Jewell  
Dark Pink Jewell

### WHITE

Matures  
Sept. 20  
Oct. 5  
Oct. 5  
Oct. 15  
Oct. 15

Price  
Rooted  
Per 100  
\$ 5.50  
4.25  
4.25  
4.00  
3.75

Jean Cumming  
Serenity  
Avalanche  
White Jewell  
Silver Ball

### BRONZE and RED

Early Bronze  
Burgundy  
Ruby Pompon  
Red Velvet  
Aviator

\$ 4.75  
4.00  
4.00  
4.00  
6.00

## *Constellation*

A highly productive and dependable decorative yellow pompon. The normal flowering time is November 5, but the uniform response it gives to black cloth will make it a leading variety for early shading.

Rooted cuttings.....\$8.00 per 100

## *Honeycomb*

An intense golden yellow pompon, small and perfectly formed. Flowering September 25, it is more vigorous and productive than its competitive Early Yellow or Pomponette. While a hardy variety, Honeycomb also shapes up well for pots.

Rooted cuttings.....\$8.00 per 100

## *Seneca*

A decorative orange bronze pompon. It comes into flower November 5. Seneca looks to be one of the most reliable pompons for early shading, as it holds its color well and is a good producer.

Rooted cuttings.....\$8.00 per 100

*Be sure to check with your copy of the 1948 Gloeckner*

*Chrysanthemum Manual (which will follow shortly)*

*for full descriptions of varieties and latest*

*complete cultural information.*

*New*

# **INTRODUCTIONS**

*for 1948*

## *Serenity*

A hardy garden white daisy that may also be used as a pot plant. It resembles Pomponette. Serenity is showy, compact and bushy. Flowering period September 25.

Rooted cuttings.....\$8.00 per 100

## *Tally-Ho*

Very similar to Princeton. A clear yellow and well-rounded hard pompon coming into bloom November 15.

Rooted cuttings.....\$8.00 per 100

## *Yellow Queen*

The yellow sport of Orchid Queen coming into bloom November 10.

Rooted cuttings.....\$8.00 per 100

## *Spellbound*

A lavender pink decorative pompon for the hardy garden or for pots. Blooms September 25. The flower is large and the plant has a compact bushy habit.

Rooted cuttings.....\$8.00 per 100